

To: 2210 - Atlanta ROU, 2110 - Winston-Salem ROU, 1710 - Pittsburgh ROU,  
1110 - Boston ROU(PROVENL), 1810 - Cincinnati ROU (WEBSTES),  
6610 - Denver ROU, 6210 - Chicago ROU, 6710 - Detroit ROU,  
5110 - N. California ROU (MORRISL), 6910 - St. Louis ROU (JOHNSOK4),  
1210 - New York ROU (ALVICHA), 5810 - Houston ROU (HOWARDC),  
6310 - Minneapolis ROU (EUBANKS), 5610 - Seattle ROU (SCOTTS),  
5410 - S. California ROU (PECKHAK), 1310 - Philadelphia ROU (METZG),  
2310 - S. Florida ROU (FINKLEP), 1610 - Buffalo ROU (BRZEZIE),  
2910 - Richmond ROU (YOUNGP)  
From: 2610 - Dallas ROU  
Posted: 3/10/98 12:06  
Opened: 3/11/98 8:35  
Subject: SOUTHLAND/7-ELEVEN VAP PROCEDURES

PLEASE DISTRIBUTE THE ATTACHED.

CC: 2200 - Atlanta Region, 1100 - Boston Region (KERSHON), 2100 - Winston-Salem Region,  
1700 - Pittsburgh Region, 2600 - Dallas Region, 6600 - Denver Region,  
6200 - Chicago Region, 1800 - Cincinnati Region (SCHLENM), 6700 - Detroit Region,  
6900 - St. Louis Region (VOREMBL), 1200 - New York Region (SCULLYA),  
5800 - Houston Region (MYERSL), 5600 - Seattle Region (UNDERDK),  
5400 - S. California Region, 1300 - Philadelphia Region (HAYESJ4),  
2300 - S. Florida Region (SMITHJ5), 1600 - Buffalo Region (BURRELL),  
2900 - Richmond (RHYNEJ), 6300 - Minneapolis Region, (REAUMER),  
5100 - N. California Region, (FLOTTMD)

Sales	Retail
1221 1, 2, 3	1222 20, 21, 24, 25, 26
1222 1, 3, 4, 6, 8	1223 21, 24
1223 5	1226 21, 22, 23, 24, 25, 28
1224	1229 22, 23, 24, 26, 27, 29
1225 2, 3, 6, 7	1230 22, 23, 24, 26, 27, 29
1226 1, 3, 4, 5	PC
1229 1, 2, 4, 5, 6, 9	MC
1240	PA
1244	RSM RSM

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DISTRIBUTION FOR

SOUTHLAND/7-ELEVEN - C.I.D. 0001-XX-XX

RE: VAP ORDERING PROCEDURES

DISTRIBUTION:

ROU'S 1110, 1210, 1310, 1610, 1710, 1810, 2110, 2210, 2310,  
2910, 5110, 5410, 5610, 5810, 6210, 6310, 6610, 6710, 6910

ROU'S TO DISTRIBUTE TO ALL RETAIL/SALES REPS.  
WITH 7-ELEVEN RESPONSIBILITY

PLEASE ALSO COPY THE AFFECTED  
RM'S, DM'S

51853 5351



10 March, 1998

J. S. (Jeff) RUMBERGER  
Key Account Manager

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Richardson, TX 75081  
Phone : 972 / 644-2289  
Fax : 972 / 234-8699

TO : ALL ROU'S FOR IMMEDIATE DISTRIBUTION TO ALL  
RETAIL / SALES REPS. WITH 7-ELEVEN  
RESPONSIBILITY

SUBJECT: **SOUTHLAND/7-ELEVEN - C.I.D. 0001-XX-XX**  
**VAP ORDERING PROCEDURES**

Ladies and Gentlemen,

In recent months, we have worked through many issues, both on the retail and wholesale side, to enable RJR to implement our Value Added program in 7-Eleven.

It is important that you understand how the ordering process works at store level in order to :

- ① Maximize 7-Eleven store participation
- ② Maximize multiple orders of displays
- ③ Obtain VAP display placements and visibility

Each 7-Eleven Corporate and Franchise location will continue to be surveyed for VAP participation on a monthly basis. Currently, stores have a 2-3 week ordering window in which they must place their orders.

Upon receipt from 7-Eleven Corporate, I will be communicating the available order dates to you so that during normal coverage you can review the VAP promotion with the Store Owner/Manager. In doing so, we expect store participation rates to increase.

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d:JSR310

The following top-lines ordering procedures for VAP in 7-Eleven.

- Each week, all stores receive a MIP (Merchandise Information Packet) from Corporate. This packet contains many assorted product surveys/items.

**Note :** Our concern is that many stores may not read through the entire packet or may miss the RJR VAP Survey Sheet.

- Stores enter orders through McLane. Each VAP survey sheet has a UPC Bar Code and item number - stores order the VAP promotion using this code. I have attached the *June Doral B2G1F/B1G1F* survey sheets for your review. The survey sheets also contain promotion specifics (description, size, UPC #'s, order dates, delivery dates, etc.)

Promotion	Store Order Dates	McLane UIN #	Survey Item #
Doral B2G1F	3/16 - 3/27	846816	465
Doral B1G1F	3/16 - 3/27	846774	464

- Upon ordering the promotion, the store can expect delivery through McLane as noted on the survey sheet.

**Important III** A 7-Eleven store does not have to order through McLane in order to participate in our VAP program. Stores purchasing cigarettes through other suppliers can also receive their VAP promotions through that same supplier. All Corporate and Franchise stores will receive a VAP Survey Form in their MIP Packets. Keep In mind that if a store orders VAP from the survey sheet, the display will come from a McLane distribution point.

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dJSR310

In summary, when making normal coverage of your 7-Eleven stores, you should :

- ① Communicate VAP ordering dates (windows) with Store Managers - stores may only order (1) SKU per promotion.
- ② Remind them that RJR VAP promotions assist the store in building and maintaining store customer traffic, provides value to their adult cigarette consumers, and keeps them competitive with other c-stores in their market.
- ③ Discuss display placement upon receipt from supplier - highly visible location on backbar or front counter if not legislated NSS.

Your assistance in maximizing RJR VAP awareness/participation in your 7-Eleven stores is greatly appreciated.

Should you have any questions relative to the above, please advise.

Sincerely,

*Jeff*  
Jeff S. Rumberger

/cn

cc: Monce Anaya, Dennis Bellinger, Denny Bomgardner, Jim Bryant, Marianne Conroy, Chris Huff, Jeanne Swisher, Linda Zelles, RSM's, AVP's

dJSR310

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## NEW PRODUCT INFORMATION

First Order Date: 16-Mar-98 Page: 004 Ref: R167

LOCAL MARKET INFO			Shipping Unit:	DSPLY/20 deals	Deal
Supplier: McLane			**Estimated Cost		
Suggested Order Qty: 1 (DSPLY/20 deals)			Suggested Retail		
Last Order Date: 03/27/98			GP\$ / GP%		
Seasonal/In & Out: PreBook	*Cost may vary due to different freight brackets.				
UPC	SLIN	McL UIN	DESCRIPTION & SIZE	Core	X Optional
0 12300 41865	121237-2	846774	DORAL Buy 1 Pack Get 1 Pack Free Display 20 presleeved deals in display pack (Greater Midwest-Michigan ONLY, Chesapeake-Washington Metro & Maryland ONLY, Northeast, Northwest, Southwest-California and Nevada Only)		
Other Pack Size Available:					
PRODUCT INFORMATION			MARKETING SUPPORT		
Mfg: RJ Reynolds			• 20 presleeved deals of 1 full revenue pack and 1 free pack		
Category: Black & White/Private			• Scannable (Sleeve) UPC - 0 12300 23797		
Sub Category: Regular Full Flavor			• Orderable (Display) UPC - 0 12300 41865		
PSA: 120101	PMA: 60		• MUST BE AN RJ REYNOLDS "PARTNER" TO ORDER		

DORAL BUY1GET1 FREE DSPLY  
ORDER 1 = DSPLY/20 deals



Pre-Book



121237

## PREBOOK

SURVEY ITEM : #464  
Order From : 03/16/98  
Order To: With your  
regular order  
on or before:  
03/27/98  
Ship Week Of : 06/15/98

## OTHER COMMENTS:

• MUST BE AN RJ REYNOLDS PARTNER TO ORDER

## CONSUMER INFORMATION

All Stores	Asian	X	Gender: Both	Age Group: 21+	
	Black	X	\$40K+	X	Hi
	Hispanic	X	Income \$25-\$40K	X	Kids Med
	White	X	To \$25K	X	Low

Purchase Behavior:  Planned  Impulse Customer Usage:  Immediate  Take-Home

## ORDER AND DISPLAY

Estimated Allowances: (Shown Off-Invoice)

From: To:  
From: To:

Bill-Back: (Shown on Merchandise Report after rebate received from vendor)

From: To:  
From: To:

Product Dimensions: W 6.5" L 11" H 12" Code Life: 12 months Open  Closed

Recommended Location: Back bar/counter/clerk serve area where restricted

Special Handling (Frozen, Dry, Refrigerated): Dry

Why you should carry this product:

- Value added to customer at no added cost to the store
- Promotions experience rapid sell through
- Generates multi-pack purchases
- This is a seasonal/in-out item. It may be kept in stock through 03/27/98

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Franchisees, as independent contractors, are not required to purchase this product, to purchase it from the vendor noted, or to utilize Southland's suggested retail pricing.

Revised 11/20/96



## NEW PRODUCT INFORMATION

First Order Date: 16-Mar-98 Page: 008 Ref: R169

LOCAL MARKET INFO			Shipping Unit:	DSPLY/21 deals	Deal
Supplier: McLane			**Estimated Cost		
Suggested Order Qty: 1 (DSPLY/21 deals)			Suggested Retail		
Last Order Date: 03/27/98			GP\$ / GP%		
Seasonal/In & Out: PreBook			*Cost may vary due to different freight brackets.		
UPC	SLIN	McL UIN	DESCRIPTION & SIZE	Core	X Optional
0 12300 41874	121236-4		DORAL Buy 2 Get 1 Free, Display 21 presleeved deals in display pack AND 7 open stock revenue packs (Central except Utah & Kansas City)		
Other Pack Size Available:					
PRODUCT INFORMATION					
Mfg: RJ Reynolds			MARKETING SUPPORT		
Category: Black & White/Private			• Display kit will contain 21 presleeved deals of 2 revenue packs and 1 free pack plus 7 regular open stock packs		
Sub Category: Regular Full Flavor			• Scannable (Sleeve) UPC - 0 12300 23851		
PSA: 120101	PMA: 60		• Orderable (Display) UPC - 0 12300 41874		

DORAL BUY2GET1 FREE DSPLY  
ORDER 1 = DSPLY/21 deals



1212364  
Pre-Book



121236

### PREBOOK

SURVEY ITEM : #465  
Order From : 03/16/98  
Order To: With your  
regular order  
on or before:  
03/27/98  
Ship Week Of : 06/15/98

121236

### CONSUMER INFORMATION

All Stores	Asian	X	Gender: Both	Age Group: 21+			• MUST BE AN RJ REYNOLDS "PARTNER" TO ORDER
	Black	X	\$40K +	X	Hi		
	Hispanic	X	Income \$25-\$40K	X	Kids	Med	
	White	X	To \$25K	X	Low		

Purchase Behavior: X Planned X Impulse Customer Usage: X Immediate X Take-Home

### ORDER AND DISPLAY

Estimated Allowances: (Shown Off-Invoice)

From: To:

From: To:

Bill-Back: (Shown on Merchandise Report after rebate received from vendor)

From: To:

From: To:

Product Dimensions: W 6.5" L 11" H 12" Code Life: 12 months Open X Closed

Recommended Location: Back bar/counter/clerk serve area where restricted

Special Handling (Frozen, Dry, Refrigerated): Dry

Why you should carry this product:

- Value added to customer at no added cost to the store
- Promotions experience rapid sell through
- Generates multi-pack purchases
- This is a seasonal/in-out item. It may be kept in stock through 03/27/98

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PRE-BOOK / PROMOTIONAL

Franchisees, as independent contractors, are not required to purchase this product, to purchase it from the vendor noted, or to utilize Southland's suggested retail pricing.

Revised 11/26/98

